



# CLASS OF 2025

## Generation Z



GET TO KNOW OUR NEW STUDENTS



### PERSONAL TECH

**95%** HAVE  
**Smart  
Phones**

HAVE ALWAYS LINKED CAMERA WITH PHONE

### GAMING

**9 OUT OF 10**

HAVE ACCESS TO

**GAMING  
CONSOLES**

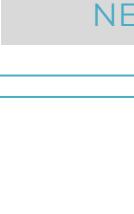
75%+ MALES WATCH VIDEO GAMES OFTEN



### MEDIA CONSUMPTION

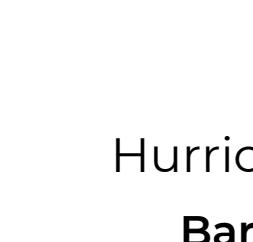
**73%** Watch  
Video ON  
SMARTPHONES

### INSTANT FULFILLMENT



**GROWN UP  
WITH  
SERVICES ON-DEMAND**

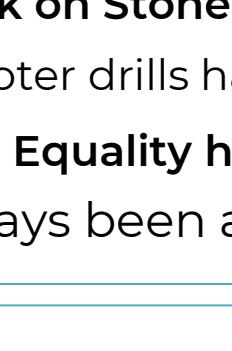
### HIGHLY VISUAL



**STREAMING  
23 HOURS OF  
VIDEO PER WEEK**

NETFLIX | AMAZON PRIME | YOUTUBE

**THIS YEAR'S FRESHMEN  
WERE BORN IN  
2003**



Hurricane Katrina ravages the Gulf coast when they were 2.

Barack Obama was their President from the age of 6 to 14.

The US has always been at war in Afghanistan.

They were 9 when the Sandy Hook tragedy occurred and 15 when the attack on Stoneman Douglas high school killed seventeen.

Active shooter drills have always been a part of their school experience.

Marriage Equality has been the law of the land since they were 12.

Have always been able to "Google it" to have answers instantly.



**NEVER HAVE  
I EVER**

**MOST GEN Zs ...**



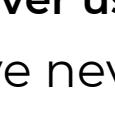
Have never written a paper check.



See this as just a save symbol.



Never rented a VHS tape from Blockbuster.



Have never used a phone book.



Have never used/seen a pay phone, or a phone with a cord.



Have never looked up something in an encyclopedia.



Have never used a paper map - or printed directions from MapQuest.